

SOCIAL MEDIA MARKETING



A Guide to Social Media Marketing

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THE BIG QUESTION....

What is social media & why must you use it to help your business?

SIMPLY PUT...

All your customers are using social media and YOU can be showing them why they should be coming to YOUR BUSINESS & spending their money with YOU.



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WHY DOES YOUR BUSINESS NEED A SOCIAL MEDIA PRESENCE?

All your customers, new and old, are online... They are on Facebook, Twitter and Instagram... on average people spend around 2 hours a day on socials and messaging. The younger crowds are on Snapchat & TikTok.

So if you are not posting interesting and engaging content about YOUR business, then simply you are now missing a MASSIVE amount of business.

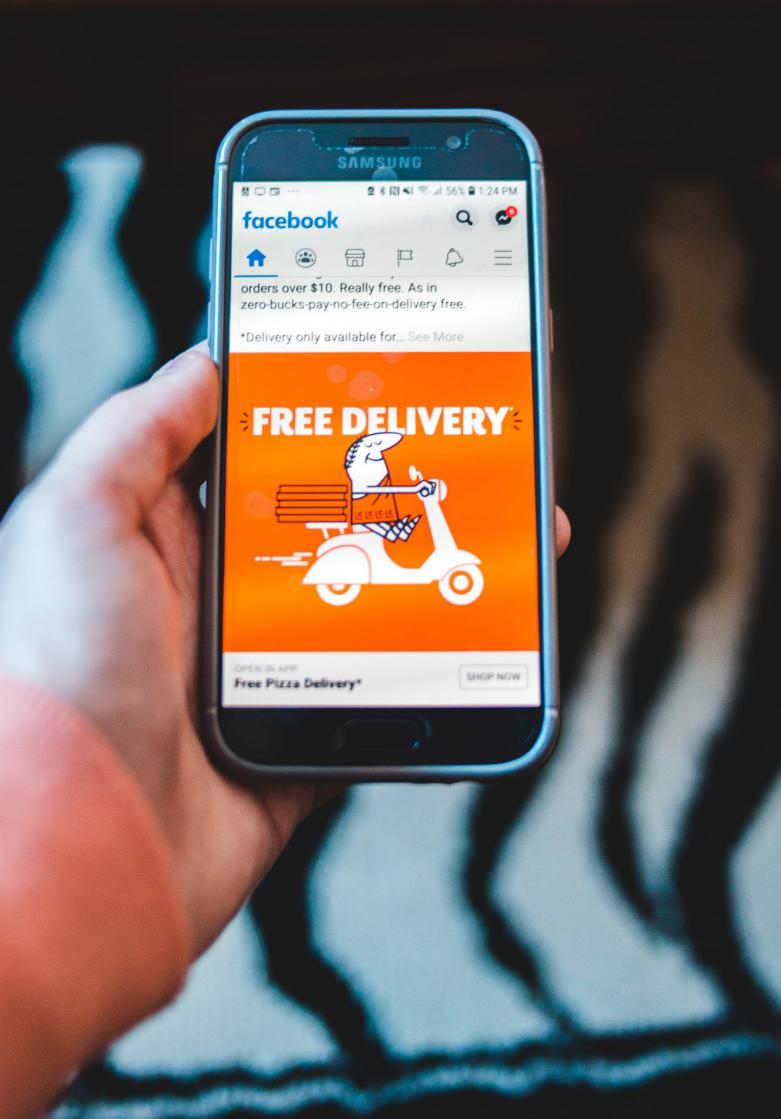
Social media is a golden opportunity to talk to your existing and prospective customers, engage with those who will shout about your brand and it's now an important factor in ranking well in search.

It's also one of the most rapidly changing marketing channels, with new features and updates constantly being released by the likes of Facebook, Twitter, LinkedIn, Instagram, Pinterest, TikTok, Snapchat... It can be hard to keep up, or even know where to start.

You need to create professional and engaging content – a mix of digital media, including photography and video content.

You need to then publish it on a regular basis at the optimum times so your customers can see and interact with it.

You can run your own business social media but we know that for many people it simply isn't what you know how to do... and that is where HOLLOGRAM can help. That's the job of our social media team who have all the experience needed to make the most of your profiles – we allow YOU to do YOUR job, and let us take care of the Social Media!



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WHAT SOCIAL MEDIA CHANNELS SHOULD I BE USING?

The KEY 3 Social Media Platforms we suggest you should consider posting a mix of photos, videos and news content are...

FACEBOOK... is the BIGGEST Social media platform and is still the most successful channel for your business. It has the biggest audience, and is a MUST to have a BUSINESS PAGE which is a good representation of your business.

INSTAGRAM... is a rapidly growing platform with a younger core user and we recommend you should be posting engaging visual content here.

TWITTER... Widely used for information by all age groups, we recommend regular posts here.

In addition, depending on your business and your customer demographics we suggest some of the following platforms which can be considered...

LINKEDIN... is GREAT for B2B connections and getting business leads.

TIKTOK... if you are after the young emerging online customer, then TikTok is a must

PINTEREST... visuals a great platform for people to view and browse your products

YOUTUBE... Video content is THE most engaging way to get people to see what you do, if a picture tells a thousand words, then a 30 second video can tell a million.



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3 STEPS TO YOUR SOCIAL MEDIA SUCCESS

- 1) Ensure your BRAND is strong, vibrant and consistent across all platforms**
- 2) Create engaging content specifically for your social media channels**
- 3) Publish all the content, at the correct times, to ensure maximum impact**



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WHAT DO WE DO FOR YOU?

Put simply, we let **YOU** run **YOUR** business, we know you are great at doing that [trust us we wouldn't understand how to run **YOUR** business!] so put all **YOUR** efforts into that..

Let US take all the strain on your social media.

We will take all the hassle away from you, and deliver engaging social media content on your behalf.

We **CREATE** the content – the photos, images, videos

We **PUBLISH** the content – onto **YOUR** social media channels

Your customers will simply think **YOU** are great at your business AND great at social media... it will be our little secret!

WHAT DO WE DO FOR YOU?

Generate sales and leads

Build your brand online

You will be found and be remembered

Grow your social media channels for you



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MEET THE HOLLOGRAM KEY TEAM

We believe in creating amazing marketing ideas for your business to engage with your customers.
We have a brilliant mix of creative talent to help market YOUR business this year...

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**READY TO EARN MORE MONEY
FROM YOUR SOCIAL MEDIA MARKETING?**

Get in touch with us today...

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